

AUDIO • VIDEO • ILUMINACIÓN • BACKLINE • DJ • ESCENARIOS

# sound:check

La Industria de la Música y el Espectáculo



[soundcheckexpo.com.mx](http://soundcheckexpo.com.mx)

**EXHIBITOR MANUAL**



The previous edition of *sound:check Xpo*, held in 2025, was a great success thanks to your committed participation and your investment in human, material, and financial resources. We are also deeply grateful to our sponsors, suppliers, speakers, and the dedicated team behind the event. Together, all of these efforts had a common goal: to showcase the very best of the music and entertainment industry.

However, one issue overshadowed this achievement and undermined our collective work: the **high noise levels** in several areas of the exhibition. This form of exhibiting affected both exhibitors and attendees and became **the most frequent complaint** in our post-event evaluation.

This issue compromises the quality of everyone's work. It hinders business negotiations, disrupts healthy interactions with visitors, affects the well-being of those present, and causes frustration among exhibitors who do comply with the rules and avoid generating excessive noise.

For this edition, we have placed special emphasis on addressing this matter. We kindly ask for your full cooperation with those of us working to maintain a high-quality exhibition, and we strongly encourage you to carefully review the **updated noise control policies** outlined in this Exhibitor Manual. We are confident that complying with these guidelines will significantly enhance the overall event experience and increase the return on your investment.

We fully trust in your goodwill and sound judgment to help us achieve a shared goal: to make *sound:check Xpo 2026* **the leading trade show for the music and entertainment industry.**

Thank you very much!

**Organizing Committee**

sound:check Xpo 2026



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## DIRECTORY

AREA	CONTACT PERSON:	PHONE / E-MAIL
General Management	<b>Jorge Urbano</b>	T. +52 (55) 5240 1202-1203 ext.100 jorge@musitech.com.mx
Production	<b>Akinori Tago</b>	T. +52 (55) 5672 3995 produccion@soundcheckexpo.com.mx
Marketing, Commercialization & Registration	<b>Claudia Pérez</b>	T. +52 (55) 5240 1202 ext.140 claudia@musitech.com.mx
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Design and image	<b>Héctor Barrera</b>	T. +52 (55) 5240 1202 ext.300 hector@musitech.com.mx



## GENERAL INFORMATION

**Exhibition dates and hours:** Sunday, April 19, Monday 20 and Tuesday 21, 2026

**Hours:** 12:00 PM to 8:00 PM

**Venue:** Centro Internacional de Exposiciones y Convenciones

**Address:** World Trade Center (WTC), CDMX  
Filadelfia Street, between Insurgentes and Dakota, Colonia Nápoles, 03810, México

### Areas:

#### Mezzanine:

Glass Lobby	REGISTRATION, CASHIER, MEDIA, INFORMATION, PACKAGING
Palenque Hall	EDUCATIONAL PROGRAM
Monte Albán Hall	EDUCATIONAL PROGRAM
Tajín, Petén, Uxmal, Tulum Rooms	EDUCATIONAL PROGRAM
Press Room	DEMO ROOM

#### Segundo nivel:

Mexica Hall, Olmeca IV Hall:	EXHIBITION
Sky Dome Corridor, Olmeca Corridors:	EXHIBITION (MUSIC:BUSINESS PAVILLION)
Olmeca I, II, III Halls:	DEMO ROOMS
Tolteca I & II, Mixteca I & II Rooms:	DEMO ROOMS
Huichol, Yaqui, Tarasco, Zapoteca Rooms:	DEMO ROOMS
Auditorio sound:check	MASTER CLASSES

**Contacto:** +52 (55) 5240 1202 • [www.soundcheckexpo.com.mx](http://www.soundcheckexpo.com.mx) • [info@soundcheckexpo.com.mx](mailto:info@soundcheckexpo.com.mx)

AREA	INSTALLATION	DISMANTLING
Mexica I & II	Friday, 17, 12:00 – Sunday, 19, 07:00	Tuesday, 21, 20:30 – Wednesday, 22, 12:00
Olmeca I, II, III	Friday, 17, 00:01 – Sunday, 19, 07:00	Tuesday, 21, 20:30 – Tuesday, 1, 23:59
Olmeca IV	Friday, 17, 12:00 – Sunday, 19, 07:00	Tuesday, 21, 20:30 – Tuesday, 1, 23:59
Music:Business Pavillion	Friday, 17, 12:00 – Sunday, 19, 07:00	Tuesday, 21, 20:30 – Tuesday, 1, 23:59
Toltecas & Mixtecas	Friday, 17, 00:01 – Sunday, 19, 07:00	Tuesday, 21, 20:30 – Tuesday, 1, 23:59
Huichol, Yaqui, Tarasco, Zapoteca	Saturday, 18, 00:01 – Sunday, 19, 07:00	Tuesday, 21, 20:30 – Tuesday, 1, 23:59
Press Room	Friday, 17, 12:00 – Sunday, 19, 07:00	Tuesday, 21, 20:30 – Tuesday, 1, 23:59
Palenque & Monte Albán	Friday, 17 00:01 – Sunday, 19, 07:00	Tuesday, 21, 20:30 – Tuesday, 1, 23:59
Tajín, Petén, Uxmal Tulum	Saturday, 18, 00:01 – Sunday, 19, 07:00	Tuesday, 21, 20:30 – Tuesday, 1, 23:59
S:CH Auditorium	Saturday, 18, 00:01 – Sunday, 19, 07:00	Tuesday, 21, 20:30 – Tuesday, 1, 23:59

**Important Note:** Refer to the INSTALLATION AND DISMANTLING SCHEDULE FOR EXHIBITORS (Page 15).





## IDENTIFICATION

### INSTALLATION/DISMANTLING TAGS

All personnel involved in the installation (loaders, booth assembly personnel) must visibly wear their identification tags.

Tags will be distributed by security staff on installation/dismantling days in the loading dock area, service corridor, and hall access points.



### EXHIBITION BADGES

During the exhibition days, all staff must identify with their exhibitor badge. Badges must be requested in advance through the marketing department. During installation and exhibition days, you can visit the EXHIBITOR SERVICE MODULE, located on the second floor, to address any related issues.

**Important Note:** TAGS are for INSTALLATION/DISMANTLING use only, and BADGES are for EXHIBITION use only.



## INSTALLATION AND DISMANTLING

### INSTALLATION

- Installation access times depend on the area contracted:

Olmeca I, II, III	Friday 17, at 00:01
Toltecas and Mixtecas I and II	Friday 17, at 00:01
Mexica I and II	Friday 17, at 12:00
Olmeca IV	Friday 17, at 12:00
Music:Business Pavilion	Friday 17, at 12:00
Palenque and Monte Albán	Friday 17, at 12:00
Press Room	Friday 17, at 12:00
Huichol, Yaqui, Tarasco, and Zapoteca	Saturday 18, at 00:01
Tajín, Petén, Uxmal, and Tulum	Saturday 18, at 00:01
S:CH Auditorium	Saturday 18, at 00:01

- All materials must enter the WTC through the loading dock area, located on Dakota Street, near the corner of Filadelfia. The entry order will be based on the arrival time of each exhibitor.
- All loading and unloading operations are the responsibility of the exhibitor.
- The loading dock area is not a parking or storage space.
- Only one vehicle per company is allowed in the loading dock area at a time.
- The maximum maneuvering time is 30 minutes. After this period, a penalty fee will be applied based on the current price list +16% VAT for every 15 minutes or fraction thereof. These fees must be paid immediately to the WTC.
- Forklifts, pallet jacks, and platforms are not allowed in carpeted areas.
- Merchandise and decorative materials must be placed exclusively within each exhibitor's booth area, without obstructing aisles or neighboring booths. It is recommended to assign someone to receive and safeguard materials in the hall or exhibition area.
- Using escalators or public elevators to transport any type of material or merchandise is strictly prohibited.



- Material and merchandise access to the mezzanine and second floor is exclusively through the following:

1.- **Cargo Van Elevator** (Only for Mexica Hall)

Maximum load capacity: 3,000 kilograms

Dimensions: Height 3.00 m / Width 2.80 m / Length 6.20 m

2.- **Car Elevator** (Demo Rooms / Music:Business Pavilion / Training Rooms)

Maximum load capacity: 3,000 kilograms

Dimensions: Height 3.00 m / Width 2.50 m / Depth 6.00 m

3.- **Two Freight Elevators** (Demo Rooms / Music:Business Pavilion / Training Rooms)

Maximum load capacity: 1,000 kilograms each

Dimensions: Height 2.50 m / Width 1.70 m / Depth 2.30 m

- Remaining inside the car or van elevators during their operation is strictly prohibited.
- Operation of these elevators is exclusively handled by WTC personnel.
- There will be no storage space available for equipment, furniture, or exhibitor boxes. It is the exhibitor's responsibility to promptly remove these items from the exhibition area.

## DISMANTLING

• **Mexica Hall dismantling begins on Tuesday, April 21, at 8:30 PM and ends on Wednesday, April 22, at 12:00 PM. For all other areas, dismantling concludes on Tuesday, April 21, at 11:59 PM. Refer to the INSTALLATION AND DISMANTLING SCHEDULE FOR EXHIBITORS on page 14.**

- Any dismantling activity before the official closure of the exhibition is strictly prohibited.
- **Security personnel are solely responsible for coordinating the order and schedule of exhibitors' departures, based on the disassembly of their booths and complete storage of their equipment.**
- Departure during the dismantling phase will follow the order in which exhibitors complete their packing and booth disassembly tasks.
- Entry to the loading docks for vans, trucks, and dismantling personnel will begin at 8:30 PM, once all exhibition visitors have exited.
- Any material or equipment remaining in the exhibition area after the dismantling schedule will incur an additional maneuver fee, payable directly to WTC, with no liability on the part of the organizing committee.
- To expedite dismantling, we recommend having sufficient personnel for loading/unloading maneuvers.
- The contracted area must be handed over clean and free of materials. Otherwise, a cleaning and removal fee will be applied.

## PROHIBITIONS DURING INSTALLATION/DISMANTLING

- Access for individuals under 18 years old.
- Wearing bermuda shorts, shorts, sweatpants, sandals, flip-flops, high heels, or sneakers.
- Obstructing aisles reserved for evacuation and emergencies.
- Performing work (sawing, painting, gluing, etc.) directly on the carpet.
- Nailing, screwing, drilling, painting, or gluing on walls, beams, ceilings, or any structural installations.
- Running cables of any type through common areas or booths.
- Full construction of booths.
- Masonry, painting, or metalwork activities.
- Using gases or any flammable substances.

**Important Notice:** During installation and dismantling, all personnel must wear long pants, an E-type safety helmet, safety boots or closed-toe shoes, protective gloves, and safety goggles for tasks involving particles or liquids.

Maximum permitted height for ladder use is 3 meters to the highest point. If this height is exceeded, an *electric or mechanical Gennie lift or scaffolding* must be used.

The use of a full-body harness and lifeline is mandatory for work at heights greater than 3 meters.

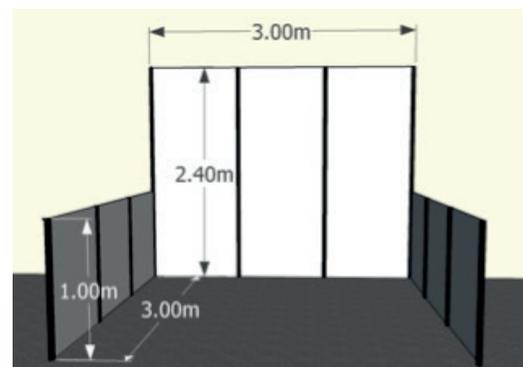




## INSTALLATION GUIDELINES

### EXHIBITION AREA (MEXICA HALL / OLMECA IV HALL / MUSIC:BUSINESS PAVILION)

- The final location of the booth(s) will depend on the date and spaces contracted. The organizing committee reserves the right to modify this location for the optimal development of the event.
- Each booth area measures 3m x 3m (9m<sup>2</sup>).
- Booths are delimited by Octanorm-type partitions, made of aluminum metal posts and white laminated panels. Side partitions are 1.00 m high, and the back partition is 2.40 m high. Hanging or attaching any items to these panels is not allowed.



- **Exhibitors are required to cover and/or arrange the side and rear views of their booth to maintain an aesthetic appearance for neighboring booths.** Sound:check Xpo ensures that rented areas are delivered clean and must be returned in the same condition. Failure to do so will result in a material removal and cleaning fee, payable directly to the WTC.
- **Use of suspended structures that extend beyond the booth's allocated area is not permitted.**
- Construction and/or assembly of the booth, as well as the furniture used, is the responsibility of the exhibitor.
- Installation of any structure, platform, stage, scaffold, grandstand, or two-level booth (over 1.80 m in height or weighing more than 500 kg) must include renderings, a dynamic load technical sheet, and a responsibility letter from the booth construction company, authorized by a Certified Structural Safety Expert (including License). These documents must be submitted to obtain approval from the CIEC WTC's Director of Works or Structural Safety Expert. Installation will not be allowed without this approval.
- Exhibitor signage and/or institutional decoration must be limited to rented areas and must not invade common areas or block building signage.
- For exhibitors who have rented contiguous booths, partitions will only be installed around the total perimeter (not within individual booths).
- For exhibitors who have rented full islands, no partitions will be installed.
- A prior visit to WTC is recommended to review the contracted spaces. Please contact the Production department to schedule an appointment.

<b>Maximum Permitted Height for Installation</b>	Mexica Hall	6.00 m
	Music:Business Pavilion	4.50 m
	Olmeca IV Hall	4.00 m

### DEMO ROOMS/ TRAINING ROOMS

- **Demo Rooms** are located on the 2nd floor and correspond to the following halls and rooms:  
**Olmecas I, II, III, Toltecas I y II, Mixtecas I y II, Huichol, Yaqui, Tarasco, Zapoteca \* Press Room**

\* Except for the Press Room (located on the mezzanine).

- **The Training Rooms** are located on the mezzanine and correspond to the following rooms:  
**Tajín, Petén, Uxmal, Tulum, Palenque, Montealban**

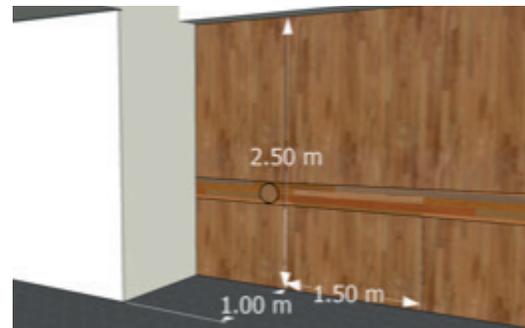
<b>Maximum Permitted Height for Installation</b>	Olmecas I, II, III Halls	4.00 m
	Toltecas and Mixtecas Halls	3.50 m
	Tajín, Petén, Uxmal and Tulum Rooms, Press Room	2.50 m
	Palenque and Monte Albán Halls	

- Demo Rooms are delivered clean, without carpeting or any type of setup.
- Training Rooms will be provided with auditorium-style seating and support tables. Please contact the Production department to coordinate the details.
- **Electrical installations are not included with any area, so exhibitors are required to contract electrical service separately. The only available connection for these rooms is 3 x 30, 10 kW, 127/220 V.** (See the "Electricity" section for details). All internal electrical distribution is the responsibility of the exhibitor. It is strongly recommended to use a load center (distribution panel) to ensure proper electrical distribution.



• Exhibitors who need to place promotional materials (banners, logos, etc.) at the entrance of their Demo Room must strictly comply with the following specifications:

- Under no circumstances should the dimensions exceed: 1.50 m (width) x 2.50 m (height) x 1.00 m (depth).
- Materials must be self-supporting.
- Hanging or attaching any materials to the walls or doors of the WTC is not permitted.
- No audio equipment of any kind is allowed in the exterior hallways.
- Materials must not visually or physically obstruct the adjacent Demo Room.
- The use of stanchions in the hallway is not permitted.
- Lighting or projecting onto the hallway, walls, or adjacent rooms is not allowed.



Corporate Image Area

• Installation of any structure, platform, stage, scaffold, grandstand, or two-level booth (exceeding 1.80 m in height or weighing more than 500 kg) must include renderings, a dynamic load technical sheet, and a responsibility letter from the booth construction company authorized by a Responsible Construction Director (D.R.O.) or a Structural Safety Co-Responsible (including license). These documents are required to obtain approval from the CIEC WTC's Director of Works or Structural Safety Co-Responsible. Installation will not be allowed without this approval.

**Important Notice: All Demo Rooms must be carpeted.**

Evacuation and emergency pathways must remain unobstructed at all times.

A prior visit to the WTC is recommended to review the contracted spaces. Please contact the Production department to schedule an appointment.

The Organizing Committee reserves the right to dim common areas to enhance the event's development.

Deadline to submit structural documentation is Friday, March 13.



## RIGGING AND HANGING

- Rigging and hanging are only permitted in the **Mexica and Olmeca Halls. There are hanging restrictions in Mexica Hall 2 (booths located on the perimeter). Please consult the Production department for details.**
- Hanging points incur an additional cost, which must be paid directly to the WTC.
- **Maximum load per hanging node is 150 kg.**
- Exhibitors must notify the Production department in advance regarding any rigging or hanging maneuvers, specifying the load to be hung, which will be assessed for authorization by WTC.
- All rigging or hanging maneuvers must be supervised and authorized by the WTC.
- The WTC and Civil Protection reserve the right to deny authorization for any hanging or rigging if safety measures are not met.
- Anyone performing rigging or hanging maneuvers must sign a responsibility letter provided by the organizing committee, documenting their capability, experience, and full responsibility on behalf of the exhibitor.
- All personnel performing rigging or hanging maneuvers must use protective equipment. Under no circumstances will maneuvers be allowed without compliance with safety standards.
- All riggers are required to undergo a physical evaluation at the medical service station before performing any rigging or hanging maneuvers.
- Exhibitors may rent the hydraulic platform (condor) for rigging or hanging maneuvers. This service must be contracted directly through WTC and is subject to availability. It does not include material preparation or supply for installation (e.g., steel cables, frames, securing elements). All rigging or hanging materials and equipment must be provided entirely by the exhibitor.
- The hydraulic platform (*Gennie*) has a maximum height of 8m and does not reach the highest point of the Mexica Hall ceiling.
- In the Olmeca Halls, the modular ceiling must be removed to perform rigging and hanging maneuvers.

**For price and service inquiries at the WTC, please contact the Services Module:**

Phone: (55) 9000-9131 / Email: modulodeservicios@exposwtc.com



## ELECTRICITY

- **Sound:check Xpo is not responsible for voltage fluctuations and/or power interruptions. Exhibitors must verify the voltage supplied and, if necessary, equip themselves with voltage regulators.**
- It is strictly prohibited to connect any device to electrical outlets in hallways, rooms, and common areas.
- All wiring used for powering outlets and lamps must be heavy-duty and of the appropriate gauge based on the electrical load.
- Cable connections and splices must be insulated with plastic insulating tape and protected with a junction box.
- All lamps and bulbs must be properly connected using appropriate sockets, bases, and terminals.
- All cables used above ground level must be heavy-duty, with a minimum gauge of 12.
- It is prohibited to combine two 127 Volt outlets to create a 220 Volt outlet.
- Exposing cables with uninsulated splices or exposed live wire ends in any electrical installation for the event is strictly prohibited.
- For safety, all metallic parts of the booth must be properly grounded (metallic booths).
- The CIEC-WTC Electrical Department Supervisory Area has the authority to inspect, provide instructions, and prohibit any electrical installation that does not comply with regulations.
- For events held outside exhibition hours, the exhibitor must cover the additional cost of the corresponding electrical consumption.
- During installation days, general lighting in the exhibition area will be at 50%.
- Electrical supply during exhibition days will be from 11:00 AM to 8:30 PM.

### EXHIBITION AREA (MEXICA HALLS / OLMECA IV HALL / MUSIC:BUSINESS PAVILION)

- Each booth is equipped with a polarized duplex outlet with a load capacity of **500 watts (3.9 Amperes)**. The power supply is 127 Volts, 60 Hz, **UNREGULATED**.
- If additional electrical supply is required, it must be requested by completing the Electrical Form and making the corresponding payment.

### DEMO ROOMS / TRAINING ROOMS

- The Olmeca Demo Rooms (I, II, and III), Tolteca and Mixteca Rooms (I and II), Huichol, Yaqui, Tarasco, Zapoteca Rooms, and the Press Room, as well as the Training Rooms (Tajín, Petén, Uxmal, and Tulum), **do not include any electrical supply**. Therefore, **all exhibitors are required to contract electrical supply**.
- **Huichol, Yaqui, Tarasco, Zapoteca, Tajín, Petén, Uxmal, and Tulum rooms may only contract a single 5 kW or 10 kW power outlet. All internal electrical distribution, including outlet installation, is the sole responsibility of the exhibitor.**

**Important Notice:** Requests must be sent to: [claudia@musitech.com.mx](mailto:claudia@musitech.com.mx) and [mercadotecnia@musitech.com.mx](mailto:mercadotecnia@musitech.com.mx). They must include the Electrical Form with the Location Plan for the electrical outlet(s) and proof of payment. Deadline to submit electrical service requests is Friday, March 13.

Electricity Generator service is exclusive to CIEC-WTC. Exhibitors who wish to request a quote must do so through the Production department. Deadline to submit generator requests is Friday, March 13.





## SECURITY

- Sound:check Xpo will provide security through a specialized company during installation, dismantling, and exhibition days.
- **It is recommended to secure all equipment, as the security company, WTC, and the organizing committee are not responsible for replacement or payment in case of theft, loss, or accidents.**
- All equipment susceptible to loss, such as laptops, projectors, or electronic devices, must be secured with security cables, which will be provided and installed by the security company at no extra cost. Please request them from the area manager during installation.
- Sound:check Xpo is not responsible for items such as cell phones, tablets, laptops, cameras, or any other items prone to loss, whether within the exhibition area or common areas.
- Equipment on display will be under surveillance overnight; however, the organizing committee is not responsible for any item, device, or equipment, as its handling and control are entirely the exhibitor's responsibility.
- If an exhibitor hires security from a company not authorized by the organizing committee, it must be previously reported to the area supervisor for approval.
- No security personnel hired by the exhibitor may carry weapons inside the WTC.
- During the exhibition days, no entry or exit of exhibition equipment will be allowed.
- At the close of the exhibition, all promotional materials and portable equipment must be stored in a drawer or locker with a lock, within the exhibitor's booth.
- Once the exhibition has opened, no cleaning or restocking of materials in the booth will be allowed.

**Important Notice:** Security company will provide security cables for laptops at no cost.

Exhibitors who wish to hire private security for their booth must complete the Security Form and send it to the CIEC WTC Services Module.

The organizing committee, WTC, and the security company are **NOT** responsible for any theft, loss, or damage to your exhibition materials and/or equipment. It is strongly recommended to monitor and secure these items at all times.



## CIVIL PROTECTION

It is recommended to internally organize your Emergency Response Plan with active participation from your staff, including the designation of Civil Protection Brigadiers.

- In the event of an emergency, evacuation routes, emergency exits, and meeting points near your location should be identified in advance.
- Keep hallways free of obstacles and ensure evacuation routes remain accessible. Do not block emergency exits or firefighting equipment. Obstruction of evacuation and emergency-assigned hallways is strictly prohibited at all times.
- Avoid placing objects that obstruct normal entry and exit points of the event.
- The seismic alert systems are:
  - Seismic Alert System, National Seismological Service (SASMEX)
  - Seismic alert speaker located at the intersection of Filadelfia and Dakota Streets
  - CDMX 911 Seismic Alert App

### IN CASE THE OFFICIAL SEISMIC ALERT IS ACTIVATED:

1. Remain calm.
2. Activate the Response Plan.
3. Follow the instructions of WTC security and Civil Protection brigadiers.
4. Evacuate using the evacuation route and emergency exit closest to your location.
5. Proceed to the nearest meeting point, which will be the closest to your location.
6. At the meeting point, stay with your staff to conduct a headcount or roll call and ensure no one is missing.



## EN CASO DE PERCIBIR MOVIMIENTO TELÚRICO SIN PREVIO ALERTAMIENTO SÍSMICO:

1. Remain calm.
2. Activate the Response Plan.
3. Follow the instructions of WTC security and Civil Protection brigadiers.
4. Evacuate using the evacuation route and emergency exit closest to your location.
5. Proceed to the nearest meeting point, which will be the closest to your location.
6. Stay at the meeting point with your staff and conduct a headcount or roll call and ensure no one is missing.

MEETING POINTS		
	1	Dakota Esplanade
	2	Filadelfia Esplanade
	3	Plaza de las Naciones, corner of Dakota Street

- After the contingency, the corresponding area supervisor will inform you of the status for returning to the facilities and the possibility of re-entering the venue.

## NOISE CONTROL

- Booths with audio systems must comply with the established sound level limit. The maximum allowed sound pressure level in the Exhibition Area (Mexica I and II, Olmeca IV, and Music:Business Pavilion) is 85 dB SPL (A-weighted), measured at the perimeter of the booth.
- **All audio systems must be installed with speakers directed inward, toward the interior of the booth.**
- Random sound level measurements will be taken during the event. If the specified limits are exceeded, the following measures will be applied (warnings and notices are cumulative throughout the three days of the event):

	NOTICE	PENALTY	FINE
	1st Warning	Verbal notice	
	2st Warning	Temporary power shutdown (1 hour)	
	3st Warning	Temporary power shutdown (1.5 hours)	\$5,000.00 + IVA Mexican Pesos
	4st Warning	Temporary power shutdown (2 hours)	\$10,000.00 + IVA Mexican Pesos
	5st Warning	Permanent power cutoff for the rest of the day	

\* The power will be restored after the penalty period has been completed and the corresponding fine has been paid.

## PRESENTATION CRITERIA BY AREA AND NUMBER OF CONTRACTED BOOTHS

### EXHIBITION FLOOR / MEXICAS I, II & OLMECA IV HALLS

#### 1 or 2 booths:

- DJ performances allowed with headphones only.

#### 3 booths:

- DJ performances allowed with headphones and P.A.

#### 4 booths:

- DJ, soloists, and duos allowed with headphones and P.A.

#### 5 booths or more:

- DJ, soloists, duos, trios, and groups allowed with headphones, P.A., and line array systems (limited to 30 seconds every 20 minutes).



## MUSIC:BUSINESS PAVILION

### 1 or 2 booths:

- DJ performances allowed with headphones only.

### 3 booths:

- DJ and soloist performances allowed with headphones only.

### 4 booths:

- DJ, soloists, and duos allowed with headphones and P.A.

### 5 booths or more:

- DJ, soloists, duos, and trios allowed with headphones, P.A., and line array systems (limited to 30 seconds every 20 minutes).

### DEMO ROOMS / HUICHOL, YAQUI, TARASCO, ZAPOTECA

- DJ, soloists, duos, and trios allowed with headphones, P.A. (limited to 1 minute every 20 minutes).

### DEMO ROOMS / TOLTECAS – MIXTECAS I, II & OLMECAS I, II & III

- DJ, soloists, duos, trios, and groups allowed with headphones, P.A., and line array systems (limited to 2 minutes every 20 minutes).

**Important Notice:** It is strictly prohibited in the Exhibition Area (Mexica Hall, Olmeca IV Hall, and Music:Business Pavilion):

- Power demonstrations of Line Array or point-source systems
- Live musical ensembles of any kind (no solo acts, duets, trios, or any type of musical group)

- Continuous music playback
- DJ performances (only allowed with headphone distribution for the audience or inside an isolated booth)
- Audio systems used for announcements or public address (PA)



## LIGHTING, AND SMOKE (HAZE) CONTROL

- It is strictly prohibited to illuminate or project outside of the contracted spaces, including common areas and other booths. Use of smoke machines (haze) must not affect neighboring exhibitors; it must be directed toward the interior of your booth and limited to short periods of time. If its use obstructs clear visibility for visitors and exhibitors, the same penalties applied for noise control may be enforced.

## GUIDELINES DURING THE EXHIBITION

- Commercial transactions involving the delivery of merchandise to clients or visitors are not allowed.
- Cleaning and maintaining order within the booth is solely the exhibitor's responsibility.
- Exhibition, demonstrations, giveaways, and publicity must be conducted exclusively within the booth area. Promotional activities with hostesses in common areas such as hallways, restrooms, parking lots, building entrances, or placing printed materials on columns, ceilings, walls, floors, and glass are strictly prohibited.
- Signage and/or decorations are limited to the contracted areas and must not invade common areas or block building signage.
- Exhibitor personnel must be present at their booth at least 30 minutes before the event starts to make necessary preparations. Likewise, they must vacate the premises no later than 30 minutes after the event closes each day.
- Booth must be attended at all times during the exhibition.
- Organizing committee reserves the right to remove ribbons, banners, and materials that block access to the booth. A monetary penalty will be imposed for every 15 minutes of delay on exhibitors who fail to open on time during the exhibition.
- Use of DRONES is prohibited during installation, the event, and dismantling.
- If activities are conducted outside exhibition hours, the exhibitor is required to contract the CIEC WTC medical service 48 hours in advance. Additionally, the following guidelines must be followed:

1. Notify the production department and area supervisor of the event date, time, type of presentation, and expected capacity.
2. Identify your guests with a sticker, wristband, or badge, which they must wear at all times. Provide a sample in advance to the area coordinator and security staff for instructions.
3. For events taking place after 8:00 PM, we recommend keeping your guests in your exhibition room, as access to the venue will not be allowed after that time.
4. Guests must remain within your room and avoid circulating in other areas or booths.
5. Once the event concludes, guests must exit directly through the route indicated by security personnel.

**Important Notice:** Organizing committee reserves the right to remove or relocate any exhibitor's space if no installation has been carried out by 7:00 AM on Sunday, March 19.





## ADDITIONAL SERVICES

Hiring of additional services must be done through the corresponding forms, which can be downloaded via a link sent by email. Please take note of the deadlines and prices listed on each form when requesting and paying for services.

Additional Services Forms:

- Additional electrical consumption
- Telephony
- Internet
- Booth cleaning
- Security personnel
- Food and beverages
- Badge scanners
- Furniture and booths
- Customs services

## GENERAL SERVICES

Sound:check Xpo, through the WTC, will provide the following services during installation, dismantling, and exhibition:

- 24-hour security in common areas and the exhibition hall.
- Escalators and elevators (available only during the exhibition).
- Cleaning of common areas, including hallways, restrooms, and indoor/outdoor spaces within the WTC.
- Restroom facilities for men and women.
- Parking for cars (managed by the WTC and subject to change without prior notice):
  - Regular hourly rate: \$35.00 pesos
  - 4 hours 31 minutes to 12 hours: \$150.00 pesos
  - 12 hours 1 minute to 24 hours: \$250.00 pesos
  - Lost ticket: \$400.00 pesos
- Café Punta del Cielo (8:00 AM – 8:00 PM).

## GENERAL PROHIBITIONS

- Entering sound:check Xpo without an identification badge.
- Carrying weapons of any kind inside the WTC premises.
- Smoking or consuming alcoholic beverages in common areas or within the exhibition.

## MISCELLANEOUS

- Sound:check Xpo is not responsible for strikes, closures, labor stoppages, or demonstrations that directly or indirectly affect the event's development.
- Any issues not covered in the general provisions of this manual will be resolved by the organizing committee.
- Organizing committee will neither receive nor be responsible for any materials or equipment belonging to the exhibitor that are sent before or during the event.

**For any questions or clarifications regarding this manual, please contact the Production department at [produccion@soundcheckexpo.com.mx](mailto:produccion@soundcheckexpo.com.mx)**



## TABLA MONTAJE Y DESMONTAJE DE EXPOSITORES

ÁREA WTC	ÁREA SCH XPO	MONTAJE										S:CH XPO 2026				DESMONTAJE	
		MARZO															
		JUEVES 16		VIERNES 17		SÁBADO 18		DOMINGO 19		LUNES 20		MARTES 21		MIÉRCOLES 22			
		0:01	12:00	0:01	12:00	0:01	12:00	12:00	20:00	12:00	20:00	12:00	20:00	0:01	12:00		
MEXICAS I y II	SALA EXHIBICIÓN																
OLMECA 1	SALA DEMO /																
OLMECA 2	SALA DEMO /																
OLMECA 3	SALA DEMO /																
OLMECA 4	SALA EXHIBICIÓN																
SKY DOME	PABELLÓN MUSIC:BUSINESS /																
PASILLO OLMECAS	PABELLÓN MUSIC:BUSINESS /																
TOLTECA 1	SALA DEMO /																
TOLTECA 2	SALA DEMO /																
MIXTECA 1	SALA DEMO /																
MIXTECA 2	SALA DEMO /																
HUICHOL	SALA DEMO /																
YAQUI	SALA DEMO /																
TARASCO	SALA DEMO /																
ZAPOTECA	SALA DEMO /																
AUDITORIO	MASTER CLASSES																
TAJIN	JORNADA EDUCATIVA /																
PETÉN	JORNADA EDUCATIVA /																
UXMAL	JORNADA EDUCATIVA /																
TULUM	JORNADA EDUCATIVA /																
PALENQUE	JORNADA EDUCATIVA /																
MONTE ALBÁN	JORNADA EDUCATIVA /																
SALA DE PRENSA	SALA DEMO /																